

IN THE CLAIMS:

1. (Previously Presented) A security element comprising an elongate strip of a light transmitting polymeric substrate, said substrate being provided with a magnetic feature and a metallic design, the metallic design being provided by a combination of metal and non-metallic regions which permit transmission of light and comprising indicia, characters, patterns, designs, or geometrical shapes or a combination of the aforesaid design incorporating at least one repeating pattern of which one or more of frequency, instantaneous amplitude and maximum amplitude of the pattern varies constantly along a length of the element, a design of said magnetic feature having a varying size and shape along the length of the element and not extending across a full width of the elongated strip, said magnetic feature being positioned to not overlap with the metallic design.
2. (Previously Presented) The security element as claimed in claim 1 in which the magnetic feature comprises a continuous layer.
3. (Previously Presented) The security element as claimed in claim 1 in which the magnetic feature comprises a discontinuous layer.
4. (Previously Presented) The security element as claimed in claim 1 in which the magnetic feature comprises indicia, characters, patterns, designs or geometrical shapes.

5. (Previously Presented) The security element as claimed in claim 1 in which the magnetic feature comprises a machine readable bit pattern sequence.
6. (Previously Presented) The security element as claimed in claim 1 in which the pattern is provided by demetallised regions in a metal layer.
7. (Previously Presented) The security element as claimed in claim 6 in which the metal layer covers the magnetic feature.
8. (Previously Presented) The security element as claimed in claim 1 in which the pattern is provided by discrete metal regions.
9. (Previously Presented) The security element as claimed in claim 8 in which the magnetic feature is not covered by metal regions.
10. (Previously Presented) The security element as claimed in claim 9 in which the magnetic feature is overprinted with a black or coloured ink.
11. (Previously Presented) The security element as claimed in claim 9 in which a layer of optically variable, photochromic or thermochromic material is provided over at least the magnetic feature.
12. (Previously Presented) The security element as claimed in claim 9 in which a masking layer is provided over the magnetic feature having a colour at least as dark as that of the magnetic feature to disguise the format of the magnetic feature.

13. (Previously Presented) The security element as claimed in claim 1 in which the design of magnetic feature and the pattern of the metallic feature are complementary.

14. (Previously Presented) The security element as claimed in claim 1 in which the magnetic feature and the pattern of the metallic feature combine to comprise an authenticating feature.

15. (Previously Presented) The security element as claimed in claim 1 in which the magnetic feature has an amount of magnetic material which does not vary in any cross section of the security element.

16. (Previously Presented) The security element as claimed in claim 1 in which the magnetic feature comprises a plurality of layers of magnetic materials having differing characteristics.

17. (Previously Presented) The security element as claimed in claim 1 in which the metallic design is provided by the application of metallic ink to the substrate.

18. (Previously Presented) The security element as claimed in claim 17 in which the design is provided by a plurality of layers of metallic inks having differing characteristics.

19. (Previously Presented) The security element as claimed in claim 1 in which a layer which has a functional effect, such as luminescence or IR absorbing, is applied to the element.

20. (Previously Presented) The security substrate comprising a base substrate in which a security element according to claim 1 is at least partially embedded.

21. (Previously Presented) The security substrate comprising a base substrate to at least one surface of which a security element according to claim 1.

22. (Previously Presented) The security document made from the security substrate of claim 20.

23. (Previously Presented) The security document as claimed in claim 22 , wherein at least one side thereof is printed with identifying indicia.

24. (Previously Presented) The security document as claimed in claim 23 in which the printing includes at least one of the repeating patterns of the metallic design.

25. (Previously Presented) The security document as claimed in claim 22, comprising a bank note, cheque, ID card, bond, certificate of authenticity, stamp, security label, vouchers or brand protection article.

26. (Cancelled)

27. (Previously Presented) A security document made from the security substrate of claim 21.

28. (Previously Presented) The security document according to claim 27, wherein at least one side thereof is printed with identifying indicia.

29. (Cancel)

30. (Currently Amended) A security element comprising an elongate strip of a light transmitting polymeric substrate, said substrate being provided with a magnetic feature and a metallic design, the metallic design being provided by a combination of metal and non-metallic regions which permit the transmission of light and comprising indicia, characters, patterns, designs, or geometrical shapes or a combination of the aforesaid design incorporating at least one repeating pattern of which one or more of the frequency, the instantaneous amplitude and/or the maximum amplitude of the pattern varies constantly along the length of the element, the design of the magnetic feature being complementary to the pattern of the metallic ~~feature~~design and said ~~design~~magnetic feature being positioned ~~relative to~~ not overlap with the metallic design the magnetic feature such that it does not overlap therewith.

31. (Currently Amended) A security element comprising an elongate strip of a light transmitting polymeric substrate, said substrate being provided with a magnetic feature and a metallic design, the metallic design being provided by a combination of metal and non-metallic regions which permit the transmission of light and comprising indicia, characters, patterns, designs, or geometrical shapes or a combination of the aforesaid

design incorporating at least one repeating pattern of which one or more of the frequency, the instantaneous amplitude and/or the maximum amplitude of the pattern varies constantly along the length of the element, the design of the magnetic feature having a varying height, the height and design variation being such that the amount of magnetic material present in any cross section of the security element is constant and said ~~design~~magnetic feature being positioned relative to not overlap with the metallic design~~the magnetic feature such that it does not overlap therewith.~~